

Creating Wealth for the James Brown Trust

*...through Infrastructure Development,
Asset Management and Capital Growth*

Presented by:
William Brown
The Graham Windsor Group
The Machine Group
May, 2007

EXHIBIT R

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Organizational Roles Creating the New Organization

The Graham Windsor Group will be responsible for:

- Design and Project Management of the new organization
- Develop business and financial strategies
- Develop brand strategy
- Developing financial presentations

William Brown will be responsible for:

- Work with B. Dallas to create JB stories, beliefs and desires
- Developing himself into the spokesperson for the James Brown Legacy
- Providing value based leadership

The Machine Group will be responsible for:

- Utilizing their resources to add value to James Brown assets
- Utilizing contacts to attract funding
- Provide industry insights for day to day decisions



Developing the James Brown Legacy

*...transforming intellectual and real property into sustainable
high capital value*

Presented by:
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Atlanta, GA 30326

June, 2007

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Developing the James Brown Legacy ...a unique opportunity

- Invest in an opportunity to buy, in its entirety, James Brown's intellectual and real property before it goes on the market ...asking price \$100MM
 - Start up a brand organization and develop a growth strategy that will transform the James Brown's image, music and property into performing assets
 - Generate revenues of over \$50MM annually
 - By transforming the non-performing assets into annual revenues of over \$50MM, the brand organization is now positioned for an IPO ...which provides flexible exit strategies for investors
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James Brown Assets and Revenue ...Non-performing assets

Image/Likeness	Property	Music Catalogue
<p>Value: \$40-50 MM (est.) To be determined</p> <p>At present there are no plans or infrastructure in place to produce revenues from image and music. World-wide market need to be developed.</p> <p>Minimal revenue</p>	<p>Value: 10-15 MM (est.) Intrinsic value added</p> <p>7 thousand items have been catalogued, 25 thousand still to be catalogued. Items include: house, 40-60 unpublished songs, hand written notes memorabilia, costumes, body, etc</p> <p>No revenue.</p>	<p>Value: \$36-45 MM Industry is 12-15x Revenues</p> <p>600 songs with little to no promotion. Present revenue pays interest and some principal on 1999 \$25MM bond deal</p> <p>Annual /Rev: \$3-5MM After debt. 0 revenue</p>

Annual Revenues of Deceased Celebrities

Kurt Cobain \$50MM
Elvis Presley \$45 MM
John Lennon \$22MM

George Harrison \$7MM
Johnny Cash \$7MM
Ray Charles \$6MM

The Need for a Creative Approach ...Unusual circumstances have created a situation that requires "outside the box" thinking to take advantage of the opportunity

"James Brown, the hardest working man in show business"

James Brown was an artist ...earnings supported his life style, not wealth creation

In 1999 bonds were sold on the catalogue for \$25MM, making it a non-performing asset

James Brown Enterprises			
Asset	Value	Activities	Revenue
JB/Image	50MM	Perform	3-5MM
Music	35-50MM	Publish, Catalogue	3-5MM
Property	3-5MM	None	0

Revenues came from performances and the royalties from the music catalogue

There was no infrastructure to promote and create revenues from image and music

Last Will

Irrevocable Trust Agreement

Personal and Household Effects to be equally divided between six children

Estate - Children			
Asset	Value	Activities	Revenue
JB/Image	0	None	0
Music	0	None	0
Property	3-5MM	None	0

Trusts - Grandchildren, IFG			
Asset	Value	Activities	Revenue
JB/Image	50MM	Minimal	500K
Music	35-50MM	Publish, Catalogue	3-5MM
Property	3-5MM	None	0

All intellectual and real property equally divided between the two trusts

Trustees have the authority to sell any or all of the property in the trusts

All Property

Cash

An agreed to percentage of profits will go to the two trusts

As part of the sales agreement, the trustees want options or a "kickback" on the IPO

The industry standard to determine value is 12-15 x revenues

Newco - A Public Company			
Asset	Value	Activities	Revenue
JB/Image	50MM	Plan	500K
Music	35-50MM	Plan	3-5MM
Property	3-5MM	Plan	0

Develop a brand strategy and infrastructure that will transforming non-performing assets

Trustees have the authority to sell any or all of the property in the trusts

Newco ...a high growth brand organization ...design and operate a low cost, virtual organization that generates high sustainable growth

Organizational Role	Deliverable	Activities
Board of Directors and Executives <i>Define the vision</i> <i>Create an innovative culture</i> <i>Provide strategic thinking</i> <i>Manage resources & assets</i> <i>Insure continuous growth and shareowner value</i>	Perspective <i>Creating high sustainable growth organization by maximizing the property of James Brown</i>	Develop Corporate Growth Strategy Define the James Brown Brand Build Brand Equity (Stretch the Brand) Asset & Property Strategies Define Brand Standards
Executives and Management <i>Design structure</i> <i>Develop capabilities</i> <i>Build partnerships</i> <i>Manage performance</i> <i>Provide feedback and actionable insights</i>	Positioning <i>Provide actionable insights and leadership for an integrated approach to products and markets</i>	Value Proposition Development- value to constituents Markets – USA, Asia, Europe, Latin America Product Development – Image, Real Property, Music Channels – Internet, electronic devises, CMG, agencies
	Plan Execution <i>Transform the organizational assets into anticipated revenues</i>	Image Licensing – products, movies, ads Music Publishing & Licensing – CDs, ads, movies Advertising/Promotions/Creative Communication Channel Management – fan club, web shop Museum Management
	Performance Patterns <i>provides information for assessing the impact of decisions</i>	Cash Flow Annual Earnings Growth Asset Value Corporate Value Shareowner Value

Revenue Projections for a Start Up Growth Company ...Requires a public organization to provide flexible financial strategies for both the corporation and shareowners to manage and increase cash ,capital and credit

Branding & Licensing	90 Days	1 Year	3 years	3 Year Total Revenues
Merchandise Apparel Toys Food	\$2MM	\$5MM	\$20MM	\$25MM
Entertainment Restaurants Hotels & Resorts Gambling Fan Cub - Web Museum		\$5MM	\$150MM	\$155MM
Image Movies TV Commercials	\$1MM	\$20MM	\$140MM	\$160MM
Music Commercials Movies Concerts Elect Devices	\$3MM	\$7MM	\$20MM	\$60MM
Music Publishing CDs		\$25MM	\$125MM	\$150MM
Total Revenues	\$6MM	\$67MM	\$455MM	\$550MM

Next Steps ...Activities Needed to Move Forward

1. Put together a team of innovative thinkers who understand and are committed to achieving the "end game"
2. Create acquisition structure and strategy to acquire intellectual and real property that demonstrate the financial ability to buy the assets
3. Get an exclusive agreement and begin to negotiate with the Trustees
4. Raise initial capital within 30, 60, 90 and 120 days
5. Obtain the assets
6. Create a corporation, growth plans and financial strategies
7. Transfer the assets to the new corporation
8. Generate revenues
9. IPO